TABLE NO. [ ]

MULTIMEDIA UNIVERSITY

STUDENT ID NO. [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

TIS 3251– INFORMATION SYSTEMS PLANNING AND DEVELOPMENT

(All Sections / Groups)

1 MARCH 2017
9.00 a.m. – 11.00 a.m.
(2 Hours)

Question	Marks
Total (50%)	

INSTRUCTION TO STUDENT

1. This Question paper consists of **TEN** pages with **SIX** questions only.
2. Answer any **FIVE** out of the **SIX** questions.
3. If you answer all questions, **ONLY** the FIRST five questions will be marked.
4. Each question carries **10 marks** and the maximum marks allotted are **50 marks**.
5. Please print all your answers **clearly** and **neatly** in the specified **ANSWER BOX** provided for each question.

Question No. 1

a. Why is the study of information systems important to you?

(3 marks)

b. Identify four steps (from the total of five steps) in the systems development process and state the goal of each.

(4 marks)

Continued.....

c. Assume that you are the owner of a small grocery store. Describe the importance of capturing complete and accurate transactions of customer purchases.

(3 marks)

Question No. 2

a. How can a strong financial management information systems (MIS) provide strategic benefits to a firm? Explain your answer in detail.

(3 marks)

Continued.....

b. What is an executive support system? Identify three fundamental uses of such system.

(3 marks)

c. Under what conditions is the development of an expert system likely to be worth the effort? Briefly, list four of them.

(4 marks)

Continued.....

Question No. 3

a. What is a "hot" application area today? Explain in detail.

(3 marks)

b. Describe the fundamental differences between batch processing and online processing. What is in-line processing?

(3 marks)

Continued.....

c. What is the goal of information systems (IS) planning? What steps are involved in IS planning?

(4 marks)

Question No. 4

a. Describe the participants in the system design stage. How do these participants compare with the participants of systems investigation?

(3 marks)

Continued.....

b. Assume that you are the owner of a company that is about to start marketing and selling bicycles over the Internet. Describe your top three objectives in developing a new web site for this systems development project.

(3 marks)

c. Describe in detail how the Rapid Application Development methodology builds on the strengths of both, the System Development Life Cycle methodology and Prototyping.

(4 marks)

Continued.....

Question No. 5

a. Describe why the methodology for purchasing a small system could differ from purchasing a large system.

(3 marks)

b. List three criteria that should be applied when choosing among the candidates of application software packages.

(3 marks)

Continued.....

c. Several approaches for time and budget estimations were discussed in the lecture. Why are these types of project estimates difficult to "get right," and what techniques can be used to improve them?

(4 marks)

Question No. 6

a. What benefits are associated with centralized governance of IT resources, and how do these differ from those associated with decentralized governance?

(3 marks)

Continued.....

b. List three key concerns associated with managing an IS organization's personnel.

(3 marks)

c. What do we mean by "intellectual property"? What are the differences between intellectual property and real property? Should someone be able to own intellectual property? Why or why not?

(4 marks)

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